

44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo-of-the-Month See Page 10

In This Issue:

December, 1954

Rolling Salesroom Goes Into Prospect's Yard

Aluminum Roll Roofing Applied on Barn



A school board's pride...and ours

The School Board of Jackson, Miss., has good reasons to be proud of its part in the creation of the recently constructed Bailey Junior High School.

And we, for our part, are proud that the Jackson School Board chose to protect this beautiful building with a Barrett Roof.

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This Gerber Products Company warehouse for storage of baby foods is one of many jobs on which Central City Roofing Company has installed FOAMGLAS roof insulation. Using the latest mechanized methods, one ply of felt was mopped to the concrete deck with hot pitch. 2" FOAMGLAS was mopped to the base layer of felt in hot pitch, and built up roofing was applied over the FOAMGLAS.

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reports Joseph B. Campbell, Central City Roofing, Syracuse, N.Y.

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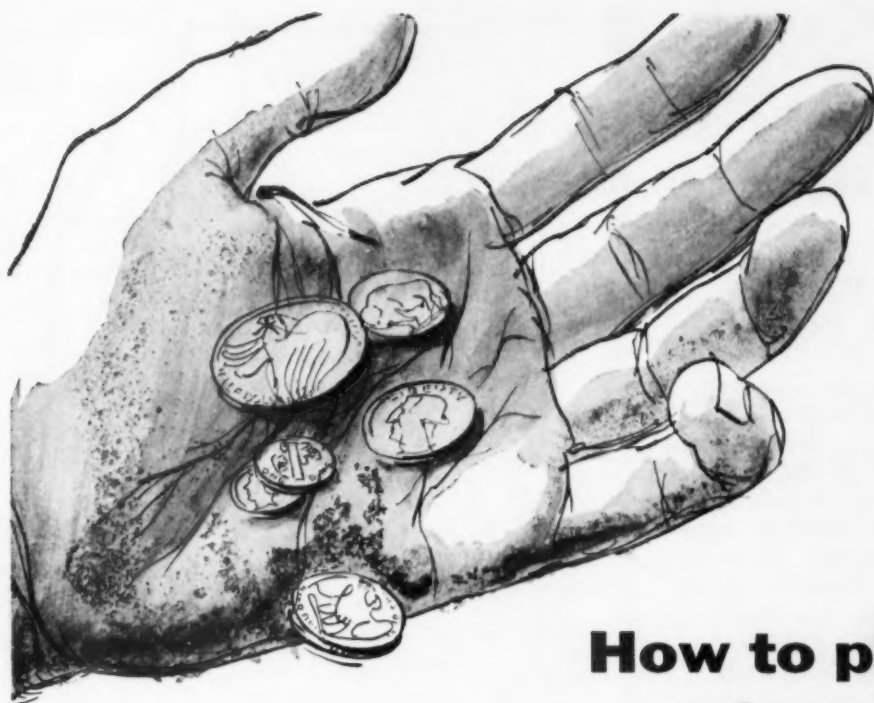
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December, 1954.....

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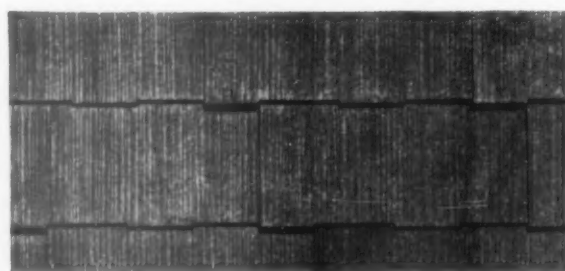
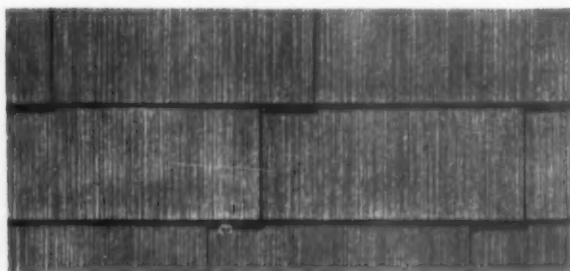
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AMERICAN ROOFER & SIDING CONTRACTOR

December

1954

When a roofer is injured on the job who is responsible?

LAST summer a New Jersey roofer named Layton tumbled from the wall of a building he was roofing when a chimney he was using for a support crumbled. The year before, a Boston roofer named Guild was killed when a ladder kept on the airshaft of the building he was repairing gave way as the roofer was working on a leak along the edge of the roof of the elevator house; in Pennsylvania, a roofer named Lentz was measuring a job for roofing and respouting when a rotten board collapsed and dumped him through onto the floor.

In these days of insurance everyone of these men had to pay his own doctor's bills—in one case it was a funeral bill. Every one of them tried to sue the building owner because the accident was caused by a defect in the building where he was working, and they all lost.

They lost because of a quirk in the law that roofing men and contractors who use scaffolds or work in dangerous places should know about. The rule

By FRANCIS GEORGE
Attorney At Law

is that when a contract to repair something is let, the owner does not guarantee that it is a safe thing to work on. He is in effect saying, "There is something wrong with my building; you are the expert; you fix it. If you get hurt, don't say I didn't warn you."

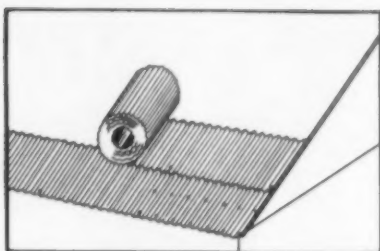
On the other hand, if the contract is more restricted—just to point a chimney for example—there is a duty to supply a safe place to work and if a chimney brick falls on someone's head, the owner is the responsible man. This distinction should be remembered when estimating the cost of a job. If it is a broad, general contract with the contractor pretty much deciding what needs to be done, he is working at his own risk. If it is for a specific item of work, it is at the property owner's risk. Even if the contractor is well insured his rates depend on his loss history and if his company has few

claims to pay, his premium will be low.

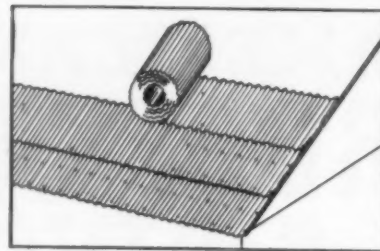
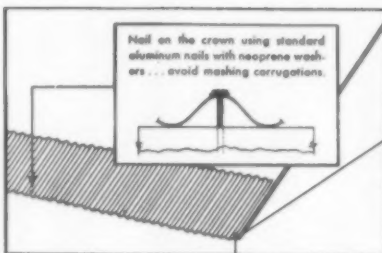
Restoration of a roof means that the contractor is taking all the risks of the roof, including rotten beams, faulty ladders, unguarded elevator shafts, weak skylights and lightning; but if the contract is to repair flashing on the north side of the roof where damaged by wind, his job is specific and he has no cause to notice other defects and he can reasonably assume that everything else is O.K.

When you get three or four contractors on one job, things get complicated, legally as well as actually, and even judges and lawyers have trouble deciding who is the responsible contractor. Usually the general contractor is responsible for providing a safe place to work. It doesn't make any difference who actually builds a scaffold; the general contractor is supposed to see that it is safe; and if there is an accident, he is the one who must pay, and he is the only one who needs

(Continued on Page 29)



Three steps in the application of aluminum roll roofing: Left: A chalk line has been snapped to the top of the first course to make certain the course is straight. Now a second course is lapped a minimum of four inches and tack nailed through lap and sheet (as indicated in center diagram),



nesting corrugations of first and second course as mechanic works along. Center: Tack nail at bottom and center at approximately 6 to 8 foot intervals. (For 28" width, at bottom only.) Right: Repeat each step for each succeeding course.

Aluminum roll roofing gets its first barn application

Photo of the Month

The most complete illustration of the versatility of cross corrugated aluminum roll roofing is that which appears on our cover this month. It shows the tight fitting of the corrugations over a wood-shingled steep roof. It shows the average nailing distances on the new Quaker State Metals Company product. The hoist at the ridge easily handles the steel-strapped light-weight aluminum rolls. The complete story of this particular big job is told on these pages.

Data and Photos Courtesy Quaker State Metals Company

The barn roof is approximately 105 feet long and about 29 feet from eaves to ridge pole. While the roofing comes in standard length rolls of 100 and 200 feet, it can also be ordered in special lengths and rolls for this occasion were cut 105 feet. The embossed aluminum rolls were 48 inches wide and .024 inches thick.

Rolls were hoisted to the roof by a simple block and tackle arrangement. Because of the roof's steep pitch only a four-inch overlap was required. After a few feet of roofing had been unrolled and matched up with the corrugations of the preceding roll, two men slowly unrolled about 10 to 15 feet at a time, while two nailers followed, using aluminum nails with neoprene washers installed.

Approximately one hour was required to get a roll matched up, unrolled, nailed down for the entire 105 foot length and move the roof jacks up for installation of the next roll. Putting down the roll itself required from 30 to 40 minutes.

The old roof, over which the aluminum rolls were applied, was of asphalt shingles and noticeably uneven. Because of the flexibility of the continuous strip of roofing, however, there was no difficulty in following the contours of the old roof and getting a close, snug



Detail shows how material is unrolled, and how tightly corrugations nest into each other as nailing is completed. There is no buckling problem.

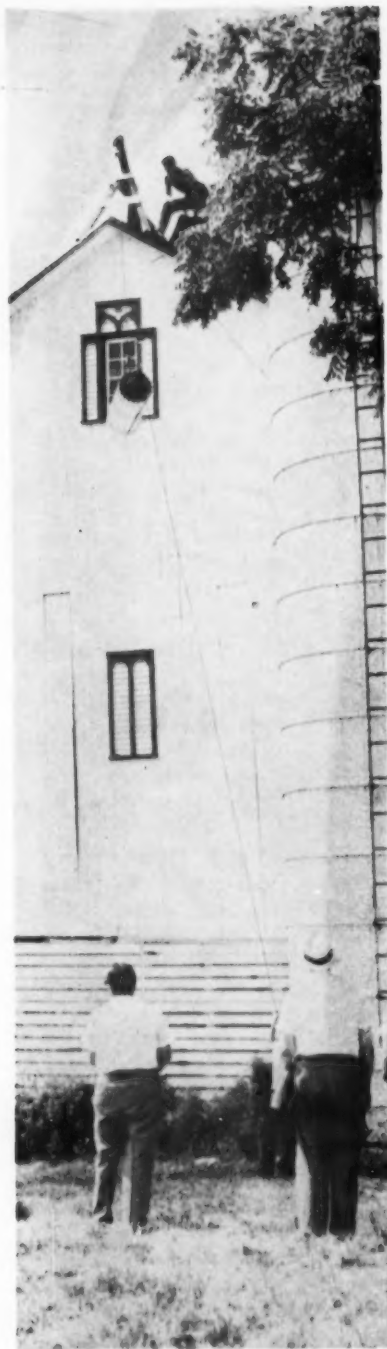
fit, particularly at the overlaps. Side-laps are eliminated by the use of rolls.

On the chicken shed, a small building about 12 by 20 feet, with a practically flat roof, a six inch overlap was used and the roofing applied was 28 inches in width and .019 inches thick. Standard length rolls were used and the roof was covered in a little more than an hour.

Developed as the result of the acquisition of certain patent rights, and the perfection of a new type of fabricating machine which can turn out the cross corrugated aluminum in mass production quantities, the new material recommended wherever metal roofing or siding is used.

Because of the length of the rolls which reach across the length of most buildings, side laps are eliminated and

THE thrifty and well-to-do farmers of Lancaster County's Pennsylvania Dutch population are renowned the world over for the methods and the foresightedness which have made their farms among the most opulent in the United States. These clever farm owners are on the alert, as they have always been, for every device to improve their farming operation, whether it be an improvement to the soil, or better protection for their barns. It was for this reason that the farm of D. Martin Zimmerman became the site of the first major demonstration and application of a cross corrugated aluminum roll roofing, a new type, which offers all the known advantages of aluminum and can be applied in about half the time required for sheets, as well as follow the contours of the existing roofing. Mr. Zimmerman's farm is about mid-way between Neffsville and Oregon, and roofing was applied to the main barn and a chicken shed.



also the possibility that wind might loosen the sheets. Elimination of side laps saves up to 10 percent on the amount of material required for coverage. Sheathing or decking is not required and no re-spacing of rafters is necessary.

To make leakproof bond where the courses of the roofing are end-lapped, Quaker State Metals Co. has aided in



Left and above: The farm of D. Martin Zimmerman was chosen for the first major demonstration and application of cross corrugated aluminum roll roofing. The pictures on this page show the ease with which the rolls were hoisted to the ridge of the roof, and the huge steep roofed barn on which the material was applied.

the development of a special bonding tape of chrome seal mastic which, it is claimed, seals the roof in completely.

Corrugations of the roll roofing go in the direction of the rafters for unobstructed drainage.

Warehousing And Inventory Benefits

Since the corrugated aluminum roofing comes in rolls, which are relatively light in weight, it can easily be handled and very easily stored. This reduces the need for maintaining a considerable inventory. The rolls can be stored in a fraction of the space required for flat sheets. They can be handled by power trucks, and with much greater speed and safety than can flat sheets. Lengths of this material can be cut easily from rolls without wastage and delay.

Suggested Installation Instructions

1. Determine the required amount of overhang at eaves. Then snap a chalk line at the top of the first course (either 28" or 48" width roll) to be sure that the first course is straight.
2. Apply the first course by tack nailing the 48" width at the bottom and center at approximately 6 to 8 foot intervals. With the 28" width tack nail at the bottom only. Nail on the crown using standard aluminum nails with neoprene washers . . . avoid mash-

ing the corrugations. Use an ordinary roofers knife to cut the material.

(Don't be alarmed when sheets buckle at the top as each course is tack nailed. This buckling will disappear as the course is nailed down completely, and corrugations nestle tightly together).

3. Nailing of first course should be at every fourth corrugation, about 8" apart, using approximately 100 nails to the square. Never nail at the top of the sheet.
4. Lap the second course a minimum of four inches. More overlap is necessary when the roof has less pitch. Tack nail through lap and sheet at approximately 6 to 8 foot intervals, as with first course. Nest corrugations of the first and second course as you work along.
5. Repeat steps #1 through #4 for each succeeding course. For siding installations a similar procedure may be followed.

(Note: Bituminous paint or some other insulating material, paint, etc. must be used between the aluminum and ventilators, lightning rods and similar protrusions on the roof, made of metals dissimilar to aluminum).

Future of Aluminum Roofing

When properly applied, aluminum will last indefinitely. The cost of the

(Continued on Page 31)



Charley Lowe Roofing Company discovered a new way to bring better service to prospects by way of this step-in delivery truck. The interior has been converted into a fully-equipped showroom capable of traveling into potential roofing and siding customers' backyards.

Rolling salesroom goes right into prospect's back yard

ALONG the back roads and in farm-yards around Logansport, Indiana, these days, Charley Lowe Roofing Company is busy taking Mahomet's advice. In cases where prospects won't come to the showroom, the outfit is taking the showroom to the prospects — and making sales from an imaginatively converted truck.

Last year after 28 years in the roofing and siding business, big, genial Charles J. Lowe, his son, Bob, and a growing sales staff realized there are hundreds of homeowners who want and need his products. But many of them will never go out of their way to get help on repairs, maintenance or even new building. To reach them effectively, Lowe hit on the idea of making a panel truck into a showroom, driving it directly to remote farms, county fairs and distant towns and signing up jobs right on the spot.

With a properly equipped, well-designed, rolling salesroom, Lowe reasoned, they could bring product promotion right into the prospect's backyard, talk in terms of the customer's specific interest, his own home. In addition, the salesman could show far more samples under ideal conditions

figure costs and make a sale with the least effort from the buyer.

An approved built-up roofer, Charley Lowe has been a specialist in roofing, siding and insulation since he started

business for himself in 1925. His plan for a self-propelled showroom was unique in the field. As it took shape, he consulted with The Ruberoid Co., his supplier, so that he could get the advantage of the manufacturer's spe-



cialized display and promotion know-how.

Step-In Truck Used

The vehicle chosen was a Dodge step-in delivery panel truck because it not only gave most space but it was the easiest to get into and out of. With customers' comfort in mind, the roof and sides of the body were first insulated with Fiberglas. Interior walls were sheathed in plywood and the floor was covered with a matching rug. Combining a desire for giving an illusion of spaciousness, for decoration and product promotion, enlarged color transparencies of newly sided and roofed houses cover the upper walls. Each is tastefully set in a shadowbox frame and illuminated from behind.

Fitted Display Cabinet

At the back of the truck (all prospects enter from the front), is a fitted display cabinet. The top of the unit is sloped to simulate the pitch of a roof and shingle boards can be displayed on it. Racks in the cabinet itself hold asbestos-cement siding shingles which can be shown from the front of the cabinet to enable a customer to envision what a complete job would like on a house.

Realizing that buyers are as much interested in harmonious exterior decoration as in the materials themselves, Lowe designed his display to be used in conjunction with his manufacturer's specialized display. Made like a color wheel, the display is widely used in the trade for helping buyers to make color combination selections expertly with the twist of a wrist. With this and the cabinet arrangement, Lowe salesmen can demonstrate the full line of complementary asbestos-cement sidings and asphalt roof shingles in record time.

To put callers at ease, seats for three or four persons are built-in on one side and a desk fills the other, ready at hand for business. Along the back of the

desk is a rack for literature. Under it are storage cabinets. The side with the seats has a series of shelves on which displays can be varied from time to time.

Supplementary power for lighting is provided by a 1,000 watt generator mounted on the back step and protected by an auxiliary bumper. The back doors are permanently locked.

Having first put his traveling show on the road just over a year ago, Lowe figures he has had enough experience with the truck to know that it has paid for itself "many times."

"We operate on a regular route through eight counties," he says. "We've covered ten county fairs and are constantly making trips to farm areas where it isn't easy for people to get into town."

Since the showroom can be lighted by either AC or DC, Lowe salesmen will often pull into a town, make a deal to purchase electricity from a nearby house and set up business on a prominent corner. At fairs, he uses the truck as the center of a well-conceived display booth, the props for

(Continued on Page 33)



At the left Charley Lowe's complete exterior display is on view, outside his panel truck at the Cass County, Indiana Fair last summer. Signs, shingle boards and other props were carried to the site by the truck. Two views of the interior are seen at right. Top: a salesman selects an asbestos-cement siding sample to show how it harmonizes with the asphalt roofing displayed in the sloped cabinet top. Bottom: customers sit comfortably as salesman points out newly sided and roofed homes in color transparencies which are set in a shadowbox frame and illuminated electrically.

Evidence that foundation waterproofing work can come in large orders is seen in the water reservoir at right which is getting interior waterproofing treatment.



Using spray equipment to do foundation waterproofing

Last month, in the November issue, American Roofer & Siding Contractor explored the values of basement waterproofing where there was no hydrostatic head, for the roofing contractor who wishes to apply whether by brush or spray. This series of articles now continues with an examination of the uses and advantages of spray equipment in foundation or basement waterproofing. Our first article contained data supplied by a materials manufacturer. The present article is, appropriately, by an expert in the equipment needed to apply: a spray equipment manufacturer.

THE roofing business today offers the aggressive operator many opportunities for additional volume over and above the work normally considered as roofing. With new products and manufacturing techniques, pouring forth from the laboratories and factories, today's roofing contractor can, if he chooses, become a specialist in prefabricated metal windows and screens, insulating materials, protective and decorative awnings, or go into one of the many ramifications and improvements in the roofing trade itself, and conceivably he could even wind up with a side line involving the installation of sealing materials for new super highway construction. Principal, among these additional opportunities, is the below grade or foundation coat-

Data and Photos Courtesy
Alemite Division
Stewart-Warner Corporation

ing business that is a "natural" for any contractor now equipped to spray-apply cold process roofing materials. Any contractor, not so equipped, can enter into this business rather inexpensively. Actually, all that is about necessary is the desire or interest in an operation bearing a good profit return.

New Methods Create Opportunity

The construction business today is enjoying a continuation of its greatest activity in our history. The demands for mechanized procedures and speedier operations are constantly not only placing demands on industry and contractors for a display of their ingenuity but also are bringing into existence new equipment and materials that, in the very recent past, were not yet dreamed of. Manpower today must be utilized to its most efficient extent if it is to be profitable. Only with the finest tools and the most efficient methods can an employer remain competitive and keep his labor force busy every day. So with the sub-grade waterproofing field offering a terrific

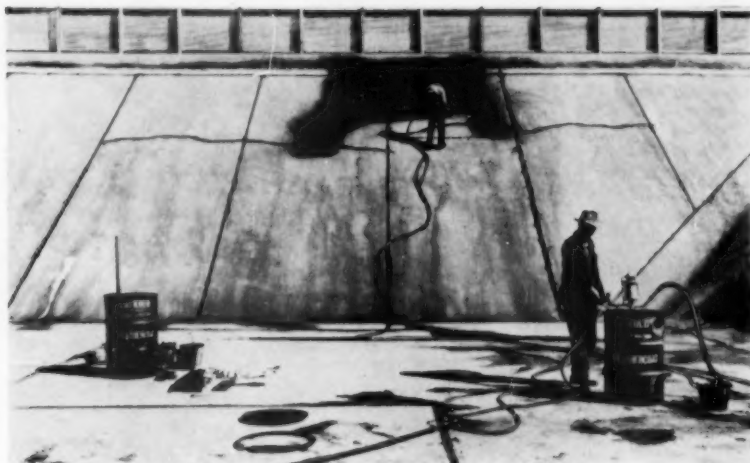
Here foundation wall of a new home is getting waterproofing treatment by power spray. Contrast this with method shown in November issue, by trowel.

quantity of work to be done as well as the need for a quality job, the home builder can make a point of assuring a prospective purchaser that the foundation of this particular home is well placed and that the basement sidewalls are strong and moisture proof or water tight, and, at the same time, open up another job for a roofer-waterproofeer.

Requirements Studied Closely

An exhaustive study, of the requirements for below grade waterproofing work, has been carried on simultane-





ously by all of the major manufacturers of roofing materials and others allied with that industry and, as progress was made, it began to appear that the materials developed, for foundation waterproofing work, were very similar in appearance and consistency to those used for cold roofing applications. To the laymen they would appear to be the same; to the applicator and to the contractor it becomes quickly apparent that these two are entirely different materials and that their respective characteristics are, in many instances, complete opposites.

Sub-grade materials, generally speaking, lack the fibers normally found in roof coatings and, as a result, are usually freer flowing. The make-up or the ingredients of these "foundation raincoats" have been combined in such a manner as to impart resistance to the chemical actions of various soils and ground waters and, for the most part, to completely forget the breakdown of such materials which normally occurs upon exposure to air and sunlight for, after all, it would be foolish to build into a material, that would never see

the light of day, the ability to stand up under strong sunlight and to remain flexible at the high temperatures so often found on roof structures. These materials must rather resist the strain of expansion and contraction of an entirely different base and, to do so, have been compounded specifically by their manufacturers to accomplish these ends.

Simple Operation

The mechanics of the application of this type of material is comparatively simple. While virtually any foundation coating can be applied with a brush, mop or squeegee, and perhaps the use of a kettle, if it is a material that requires heat for the reduction of its viscosity. The most efficient and rapid means of application is to apply these specially designed materials by means of the spray gun. The utilization of materials of this type, both in the protective waterproofing field and in the roofing industry itself, were given a long step forward by the development of the air operated "barrel pump" and which make possible the movement of materials, of these types, over long distances by means of large diameter hose and which so often replace the contractor's steaming tar kettle with a busily throbbing air compressor. In this type of work a large tank, mounted on the contractor's truck and holding as much as 300 to 400 gallons of material, can be the source of supply



The large tank shown here can be mounted behind a truck cab and holds a supply of waterproofing material which is good for several days.

In the water reservoir job the pump was moved from barrel to barrel. The time involved in doing the work was kept at a minimum by "spotting" the drums carefully.

for the spray work. The material, purchased in bulk, is often obtained from nearby large scale producers of this general class of material or can be obtained in drums — a day's supply of which can be mounted on the truck in place of the large tank.

The air operated reciprocating pump is a device which is simplicity in itself, using an air motor similar to a locomotive type piston and driving the pumping mechanism or plunger very similar to the old-fashioned water well pump. A mechanical advantage or "ratio" is present in pumps of this type. The area of the air motor piston, being larger than that of the pumping piston, enables the user to develop material pressures as many times greater than the air pressure used, as the size of the air motor piston is greater than the pumping piston; so we hear the expression "2 to 1", "5 to 1", "11 to 1" pump.

This pressure producing ability is the heart of the entire system. Moving the viscous coating materials through the long hose with ease, it forces the material through specialized spray guns which have been developed specifically for this type of work. The pumps themselves are marvels of simplicity and, in addition to the ability to pump these viscous materials over long distances, have the additional faculty of starting and stopping "automatically"; that is, as their material pressures balance out with the air pressure being exerted on the motor, depending upon the ratio, they "stall" or stop automatically. Opening the spray gun lowers the pressure in the material line and the pump automatically goes to work again in its never ending fight to maintain the pressure at the level dictated by the air pressure on the motor.

Various techniques have been worked out by contractors in order to accomplish the actual job of spraying. We have all seen the high piles of dirt around the normal house foundation which is intended for back filling once drainage and moisture sealing has been installed. Some spray men prefer to stand on top of these high piles of dirt

(Continued on Page 26)

NEWS of the MONTH



J-M's Clark Elected Pres. Nat. Mineral Wool Ass.; 2 App'ted

E. K. Clark, vice president of the Johns-Manville Sales Corp., has been elected president of the National Mineral Wool Association. Two company appointments have been announced by R. S. Hammond, Vice President:

Joseph E. Kindregan, to Manager of the J-M Building Products Division, Seattle, Wash. Dist., from Ass't Milwaukee Dist. Mgr.

Owen G. McKinney, to Ass't Milwaukee Dist. Mgr. from Senior Sales Rep. for Southern and Western Col.

* * *

Ruberoid To Build California Plant

Herbert Abraham, chairman of The Ruberoid Co., has marked the 68th anniversary of the founding of his company by announcing that Ruberoid will start building a new plant in California within a short time. Ruberoid is the nation's largest asphalt roofing manufacturer and a leading producer of asbestos-cement building materials.

The chairman's statement came as the company gave 51 employees who have been on the payroll for a quarter century a traditional welcome into the Twenty-Fivers, an honorary employees group. Employees with 25 years or more of service now number 399 out of a total of about 4,800.

The West Coast plant, said Abraham, will be built on about 22 acres recently acquired in Los Angeles. Initially, it will manufacture the full line of Ruberoid asphalt roofings and later may be expanded to produce asbestos-cement and other products. He estimated the new factory will employ about 200 people when production begins. The cost of the installations has not yet been determined.

* * *

Copper In Plentiful Supply States Copper & Brass. Ass'n

Scare stories about the shortage of copper which have led some industrial users to search for substitutes are completely unfounded, one of the industry's leaders said recently. The metal is in ample supply and copper production during the next year or two will be increasing by nearly one fourth.

George W. Proffitt, Executive Secretary of the Copper and Brass Warehouse Association, told a meeting of construction industry officials sponsored recently by the Chamber of Commerce of the United States that during the last emergency, the propaganda regarding the shortage of copper was—as is usual—greatly exaggerated.

About ever ten years some day comes a

with the prediction that the world copper reserves will be exhausted in 25 years," Mr. Proffitt said. "Before anybody has time to get excited about this pronouncement the press carries news of the opening of vast new copper fields in South Rhodesia or somewhere and states the field covers thousands of square miles and the ore is the richest yet found. So—the oldest metal in use by man gets written off about every ten years only to come back in greater supply than ever before."

* * *

Hyde Appoints J. E. Thomas

The Hyde Manufacturing Company of Southbridge, Massachusetts has appointed J. E. Thomas to represent its lines of home



J. E. THOMAS

repair, professional tools and industrial products in the Western section of Tennessee and the state of Arkansas.

* * *

National Chamber Sees Boom In Commercial Construction

Commercial construction this year is due for a boost of at least 10 percent above last year's peak of \$2.2 billion, the Chamber of Commerce of the United States reports.

All kinds of commercial construction will share in this trend, according to that body. Capital outlay for office buildings, loft buildings and warehouses, as a group, can be expected to total 15 percent greater than in 1953, while expenditures for stores, restaurants and garages are forecast to be at least 5 percent more.

If to these main classes of commercial construction are added hotels, motel and commercial recreation buildings, the 1954 total will reach \$2.4 billion compared with the 1953 total of around \$2.2 billion, it was pointed out.

Two spectacular features characterize the current boom: the lush expansion of office buildings and a great wave of shopping center construction. In New York City, nearly six million additional square feet of

office space is under construction or in prospect. Pittsburgh, a pioneer in the new office building era, still has plans ahead. Boston, Philadelphia and Chicago are all busy with new structures, while construction is under way or planned in Baltimore, Washington, Atlanta, Dallas, Houston, Denver, Los Angeles and San Francisco.

* * *

U. S. Gypsum Announces Three Promotions of Execs.

R. F. Gray, formerly Commodity Adv. Mgr. of United States Gypsum Company, has been named Sales Manager of Roofing Products, Western Region, it has been announced by M. C. Carpenter, Western Region Merchandise Manager.

G. B. Hallowell, Jr., formerly District Manager of the Lake Shore District, has been appointed Assistant to Mr. H. F. Sadler, Vice President in Charge of Sales, of United States Gypsum Company. F. B. Benton has been named to replace Hallowell as Lake Shore District manager.

* * *

E. A. Ruth, Jr., Named Sales Mgr. By Ludowici-Celadon Co.

The appointment of Ernst A. Ruth, Jr. as General Sales Manager has been announced by the Ludowici-Celadon Company.



E. A. RUTH, JR.

Mr. Ruth was previously with the Anaconda Copper Company and for many years with the U. S. Gypsum Company.

* * *

Celotex Corp. Expands At Port Clinton, Ohio

The Celotex Corporation will build a new and larger gypsum board mill and expand its other facilities at its Port Clinton, Ohio plant. Johnson and Johnson, 111 West Washington Street, Chicago, have been appointed

(Continued on Page 31)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Roof Coating Demonstrator

A new demonstration device, which shows the beneficial effects of Karnak Aluminum Roof Coating when applied to asphalt shingle roofing, is being released to the trade by Lewis Asphalt Engineering Corp.



The unit is composed of an aluminum box holding a heat lamp which shines on a shingle that has been coated with Karnak Aluminum Roof Coating on one half. The other half is the normal finish. Thermometers are inserted equally under the coated half and the uncoated half. When the heat lamp is turned on, both thermometers rise in temperature, but in five minutes the heat under the uncoated half is 50° higher than under the half coated with Karnak Aluminum Roof Coating.

After a short period the natural oils boil out of the asphalt base of the uncoated half of the shingle, breaking down the surface. The coated side remains unaffected.

Important factors in this test are the extra heavy amount of aluminum pigment in Karnak Aluminum Coating and the special formation of the aluminum flakes that cause it to provide a more impervious shield against the weather, particularly direct rays of the sun.

* * *

New Wood Shingle Blends

Six complete new blends for Woodtex Asphalt Shingles have been announced by Certain-teed Products Corporation. The blends are to be known as Golden Anniversary Blends in observance of Certain-teed's 50th Year which the company is celebrating this year. The blends are green, red, gray, pastel green, pastel blue and

pastel brown. Woodtex Shingles are also made in two-tone black and two-tone green.

Certain-teed will feature the new blends only in its exclusive Woodtex Shingles which are designed to give a realistic grained effect and deep shadow line on the roof. Added layers of asphalt and granules are applied to the base shingle to create the graining and to give this 250 lb. shingle great strength and rigidity. The built-up graining produces reinforcing ribs that help Woodtex Shingles to "hug" the roof and resist high winds.

The new Woodtex blends and pastels reflect the increasing trend to the use of lighter, more subtle color blends for the roof in both new construction and re-roofing.

* * *

Spray Painting Catalog

The Binks Manufacturing Company announces the publication of Catalog 956. This well-organized 74 page book covers the complete line of Binks Spray Painting Equipment.

Catalog 956 is new in every detail. The 1100 products and accessories have been classified into 11 sections for fast reference. These sections are shown on the front and back covers of the catalog and are keyed with the pages by a special thumb index which makes it easy to locate any product instantly without reference to the index.

Because of the importance of correct nozzle selection when applying modern finishes and coatings, the new 956 Catalog devotes eight full pages to this subject. Easy-to-read tables show the correct fluid and air nozzles, air requirement and needle for each of a wide range of fluids, from standard paints to airplane dope, heavy materials and adhesives.

This catalog also provides detailed information on spray guns, extensions and attachments, pressure and siphon cups, oil and water extractors, pressure fluid tanks and accessories, hose, spray painting outfits, compressors, fluid handling pumps, and paint circulating systems.

* * *

Tool-Trailer Bulletin

Aeroil Products Company, Inc., has announced a fully illustrated two color, four page bulletin describing its new Tool-Master,

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

the all steel tamper-proof, weatherproof tool-trailer with over 30 cubic feet of storage space and a 2,000 pound load capacity.

Features of the recently introduced Tool-Master are detailed, including battery operated blinker lights, side work shelves, sliding tool tray and the ability of the unit to trail easily behind passenger cars and light pickups.

The new brochure also explains the Tool-Master's Bolt-on-Chassis, a design innovation, which allows the unit to be used in two places at once.

* * *

New Nail Cans

So that their Never-Stain Aluminum nails will be easier for retailers to stock and for buyers to use, the Nichols Wire & Aluminum Co. is packing them in attractive, sealed, metal and fiber cans, which have a patented pullstring opener.



This new method of merchandising rust-proof Aluminum nails cuts down on shipping damage and pilferage, facilitates stacking for display, keeps the nails sanitary, and provides an unbreakable, reusable container for the purchaser. Nichols pioneered in packaging this product in 1949. At that time, the boxes which they designed, contained a specific number of nails sufficient for applying a given amount of wood siding, roofing, asbestos siding, etc. It was the first time that nails had been sold by count and coverage, rather than by the pound. To facilitate identification, a color code was adopted at the time for each of 14 different types. The same

(Continued on Page 34)

Hire salesmen scientifically to cut the turnover merry-go-round

THE words, "salesmen can either make or break a contractor," have never been more appropriate than they are today. Many roofing and siding contractors, in fact, have paid premium money to what they thought were top men, only to be disappointed.

There is one method however, that the contractor can utilize to screen out poor salesmen and that will save him a great many future headaches. The plan revolves about the successful use of applications from potential sales employees.

In this connection, it would be wise for contractors to consider making use of proper applications, rather than interviewing a man orally, and putting him to work simply because he is to operate on a straight commission basis, or otherwise is considered as being "self-employed." As much care and thought should be used in the selection of a salesman as if the man were on a straight salary. (In some instances, in fact, salesmen are being placed on a salary-plus-commission basis so that the contractor has better control over his men).

In querying contractors as to the best methods of devising and handling the screening out operation with the aid of written applications, the most important objectives of the plan were listed as follows:

1. To avoid employing a man who will miss the sale when the going gets tough.

2. To avoid hiring a man who has all the earmarks of a good salesman, but who, later, falls down on the job because of some characteristic overlooked during the interview.

Right: One type of form which may be used for hiring salesmen scientifically is shown in this sample. Mr. Berk suggests a number of other questions which should always be asked in selecting good salesmen material in the accompanying article.

By ROBERT E. BERK

3. Not to miss hiring what might have been a good man for a reason that "appeared" to be important, but which actually would not have affected his sales ability. (A roofing mechanic for example, who believes he could do well as a canvassing salesman, and who

is given a poor recommendation by his former employer, might still be well-equipped to sell roofing and siding, if he has the "gift of the gab" his knowledge of application is a great help. Such cases are not infrequent).

4. To avoid those men who are addicted to one pattern of approach,

(Continued on Page 24)

District Office _____ 19 ____	
Name in full _____	
Permanent address _____	Telephone _____
City _____	State _____
Date of birth _____	Place of birth _____ Nationality _____
What remuneration do you expect, and in what form? _____	

PHYSICAL RECORD	GENERAL INFORMATION
Age _____	Single, married or widowed? _____
Height _____	How long married? _____
Weight _____	Children _____ Other dependents _____
Color of skin _____	Do you own real estate? Value \$ _____ Incumbrance \$ _____
Color of eyes _____	Do you own stocks or bonds? Value \$ _____ Incumbrance \$ _____
Color of hair _____	Have you any loans or debts past due \$ _____ Particulars _____
Any defect in: Speech _____	Have you any other income besides what you will receive from us? _____
Hearing _____	Number of what lodges (give numbers) _____
Sight _____	Are you in good standing? _____
Feet _____	_____
Other _____	_____
Have you taken recent physical examination? _____	What insurance do you carry?—Life \$ _____ Health \$ _____ Accident \$ _____
For what purpose? _____	Have you ever been employed by us before? _____ In what capacity? _____
Did you pass? _____	Name relatives in our employ, if any _____
What serious illness have you had within last five years? _____	Name personal acquaintances in our employ _____
What is present condition of your health? _____	Have you ever been bonded, and for what amount? _____
Are you willing to take physical examination? _____	Has bond ever been refused? _____ If so, why? _____
_____	Can you give a surety bond (at our expense)? _____

For the best investment of your life



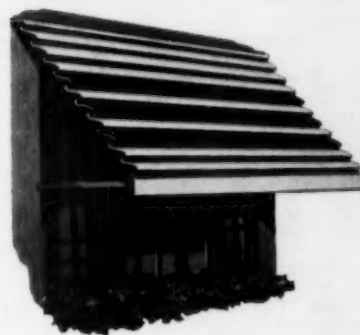
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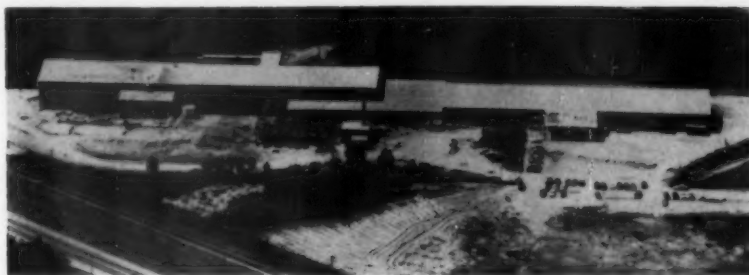
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Carey Adds Asphalt Roofing Plant And Warehouse In Texas



Addition of an asphalt roofing plant and warehouse to the asbestos-cement plant at Houston, Texas, is evidence of Philip Carey's expansion in serving the Southwest.

Mr. L. W. Clarke, vice-president in charge of sales, The Philip Carey Mfg. Company, has announced that his company has a large expansion program nearing completion at the Houston, Texas plant. Carey now has an asbestos-cement plant in operation at Post Oak Road and Hempstead Highway. This new addition at the present

location includes an asphalt roofing plant and warehouse.

The Houston expansion is the major part of an international program that calls for manufacturing facilities and warehouse at Toronto, Canada; warehouse at Boston, Mass., and Atlanta, Ga. Mr. Clarke stated that the Houston development was further fulfillment of

Carey policy to grow and expand with the Southwest. He went on to say that tonnage capacity of the new roofing plant was 100,000 tons per year. The Houston plant will serve lumber dealers, builders and remodeling contractors in a six state area. The plant will furnish one source buying facilities, immediate service with truckload delivery overnight, color blends especially designed for the Southwest and personal service from the Carey representative.

Pittsburgh Landmark Gets New Life

They say on a winter evening, when the fire is low, and all is quiet in the big house on Sixth Avenue in Pittsburgh, Pa., that people with imagination can hear the strains of "Old Black Joe" echoing through the halls.

If they can be heard anywhere, 439 Sixth Avenue is certainly the place to hear them. For here the great Stephen

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Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice, by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing—asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Oblier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney. \$5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

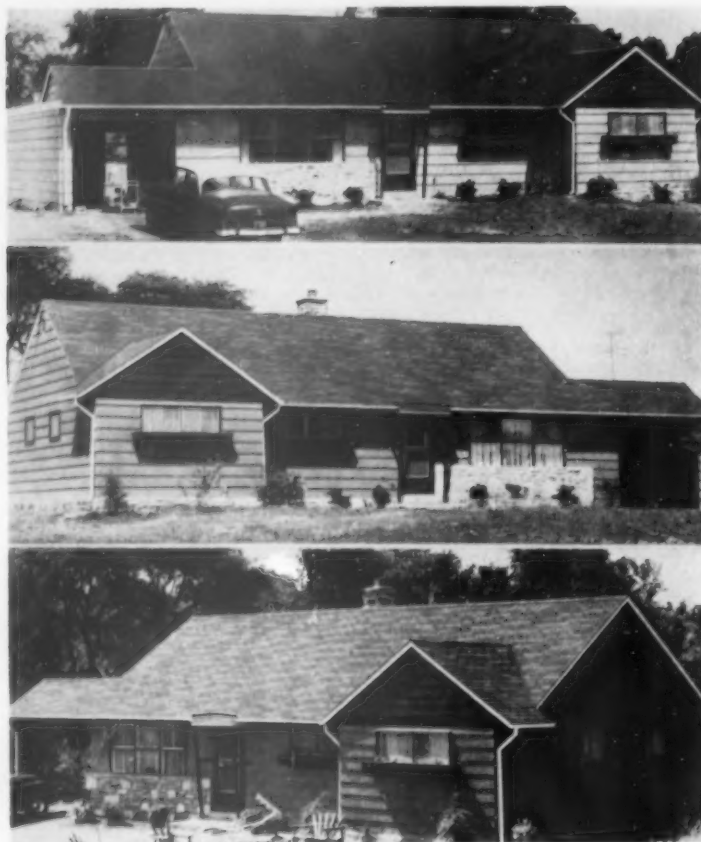
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BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

Asbestos Siding, Asphalt Roofs Show Up Colorfully In New Homes



These three attractive homes, constructed in a Philadelphia suburb, owe much of their charm to the colorful asbestos-cement shingles with which they are sided. In each instance, added interest is provided by a small area of field stone under the living room windows. Shadow lines between the siding courses are accentuated in a manner pleasing to the eye, while a striated pattern in the siding shingles makes vertical joints practically invisible. Located on the same block, the three houses harmonize with one another while each retains its individuality. Because of their beautiful colors and modern styling, architects report, asbestos siding shingles are becoming more and more popular for contemporary homes. Builders like them also for their economy, durability and fire-safety.

Pittsburgh Landmark

(Continued from Page 21)

Foster composed many of his songs about the Negro and the Southland.

Recently the old house, built well over 100 years ago, was given a new outside covering, with insulating siding, so that it will last indefinitely, a tangible memento of Pittsburgh's share in the life of the composer. The overall appearance of the home remains much the same as it was in Stephen Foster's day, with a mansard roof over one section and a flat roof over the remainder of the house.

Stephen Foster and his great folk songs aren't the only reasons that the Sixth Avenue house lays claim to a place in American history. The original deed to the property was signed by a famous contemporary of Foster's, a man who has an even more important place in Pittsburgh history—Andrew Carnegie. Carnegie outlived Foster by more than 50 years and founded America's steel industry in the process. He signed the deed long before he became famous as a steel producer.



when you re-side the RIGHT way using

Silvercote[®]

SIMPLEX REFLECTIVE INSULATION

Cuts down harmful condensation

Silvercote Simplex is an approved *breather* type paper. It allows moisture to escape; will not act as a harmful vapor trap, making it the *right* product to use as a sheathing liner under siding. Moreover it repels water, stops wind penetration.

Keeps jobs looking better longer

All these benefits help you sell the kind of re-siding job that promises lasting beauty and protection; makes satisfied customers. Yet it costs only a trifle more than ordinary sheathing paper—does not smudge the siding; saves clean-up time.

SELL THE SILVERCOTE "SILVER LINING"

IN ROLLS...

For an extra profit suggest an application of Silvercote Simplex to attic floor joists. Keeps homes up to 15° cooler in summer, when properly applied.

ON BLANKETS...

With Silvercote now available on brand-name blankets, you can offer the ultimate in home insulation. Ask your building supply dealer all about it.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{4}$ " air space. However, in most siding applications, a $\frac{1}{4}$ " air film exists, permitting SILVERCOTE surfaces to reflect radiant heat.

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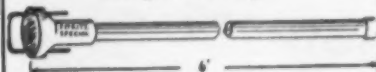
SILVERCOTE PRODUCTS, INC.
161 East Erie Street—Chicago 11, Illinois

Please send me free samples and free book—"The Story of Silvercote Reflective Insulation."

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

Aluminum Mop Handles

Improved for
Cooler handling
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn.

and now

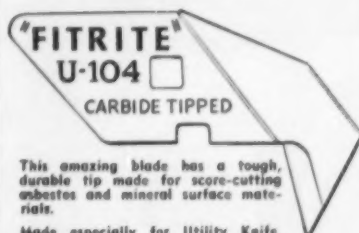
PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

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This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

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More Home Repairs Seen Under New FHA Service

The estimated \$6,600,000,000 that American home-owners spend annually for repairs and improvements is expected to increase materially as a result of the extension of Federal Housing Administration insurance to mortgages of the "open-end" type.

Permission for the FHA to insure open-end mortgage loans was contained in the Housing Act of 1954. It applies to mortgages on both old and new houses.

The effect of the new FHA service will be to make it easier to obtain long-term credit for home remodeling. An open-end mortgage usually enables a home-owner to borrow money for home improvements at a lower rate of interest and for a longer term than is possible otherwise.

The procedure is that a home-owner reborrows part of the money he has already paid back on his mortgage. Ordinarily, the life of the mortgage is not extended. Monthly payments are increased, but the interest rate remains the same. Under FHA regulations, the only time when the original amount of the mortgage may be increased is when the owner wants to add a room.

As it has been with mortgages not

of the open-end type, the FHA's role in regard to an open-end mortgage is simply to insure repayment if the borrower defaults. Loans are made by banks and other lending institutions.

This example illustrates how an open-end mortgage works:

A home-owner finds that it is time to reroof his house and decides that he'd also like to install an additional bathroom. He's given an estimate of \$250 for a roof of fire-resistant asphalt shingles, the material customarily selected for reroofing work, and \$1,000 for the new bathroom. Consequently, he wants to borrow \$1,250.

This home-owner originally had a 15-year, 4 1/2 per cent, \$10,000 mortgage with an open-end clause. After five years, he has paid back \$2,000 of the principal.

To borrow an additional \$1,250 now, he applies to the lender who holds the mortgage. If the lender agrees, the home-owner gets the \$1,250 with little red-tape. The amount is added to the principal outstanding. In effect, the home-owner now has a \$9,250 mortgage, running for 10 years at 4 1/2 per cent.

Hiring Salesmen

(Continued from Page 18)

and who will refuse to conform to the company's training program.

5. To obtain the best men possible.

The application which is considered to be the most effective consists of one side which the prospective salesman fills out, with a reverse side on which the interviewer makes his comments.

The first side contains the following questions and the reason, where applicable, why dealers consider them important:

1. Name, address and phone number.
2. Age.
3. Employment record covering the past 5 years and reasons for leaving.
4. Education.
5. Dependents.
6. "Have you ever been black-listed by any finance institution?" (Most contractors realize that salesmen without scruples can cause much grief, and want no part of so-called "dynamiters" or high pressure artists).

come?" (Salesmen who are dependent upon their job as their sole means of income will give it their full attention).

7. "Would your family object to your working as late as 10 p.m.?" (A salesman cannot do justice to his job if his family objects to his working late hours).

8. "Why do you like selling?" (One contractor stated that when he asked this question, he looked for the answer, "because I want to make good money," or, "I like to talk to people.")

9. "What year and model car do you drive?" (A beat-up jalopy does little in the way of adding prestige to the firm's name. This also indicates to some extent the applicant's ability to make money in the past).

10. "Are you willing to devote your full time to this job?" (Salesmen who decide to go fishing for three weeks after having one good week, are of little value in building a consistent sales volume).

11. "Are you willing to abide by our

instructions and suggested methods of selling?"

The other side of the application contains the following questions which are filled out by the dealer:

1. Appearance.
2. Tone and speed of voice.
3. Command of the English language.
4. Aggressiveness and initiative.
5. Intelligence.
6. Sense of humor.
7. Persuasive ability and self-confidence.
8. Emotional stability.
9. Weaknesses noted.
10. Special strengths or attributes noted.
11. Alertness.
12. Conclusion.

Thus, by putting down on paper complete information, the application can then be studied closely with the "pieces" of information falling into place like a jig-saw puzzle to form a complete picture. The contractor is in a better position to judge whether or not the man should be hired. This in turn will prevent a large turnover, as well as many future difficulties.

Sell Homeowners On High Standards of Insulating Siding

Contractors should sell the homeowner on the really high standards which go into the insulating siding product they apply. For instance:

The popular concept seems to be that exact measurements and quality control don't apply so extensively in the manufacture of building products as they do in manufacture of other items, automobiles, for example.

Yet just consider the standards which must be met by manufacturers of one building product—insulating siding.

F.H.A. Standards

Used for either modernization or new construction on homes with F. H. A. loans, it must be made and applied according to acceptance standards prescribed by F. H. A.

The American Society for Testing Materials has set up specifications both for making insulating siding and for testing it. The Bureau of Standards also has tested insulating siding. Many of the Better Business Bureaus and city building codes have adopted these

specifications into printed standards of their own.

Insulating Value

Consider this paragraph from Federal Housing Administration Use of Materials Bulletin UM-12 on "insulating value":

"Test data on a representative number of samples of 'asphalt insulating siding' with a nominal 1/2-inch thick base fiber board core, indicated a conductance (C) of .62 BTU per square foot per hour per degree F. temperature difference or a resistance

($R=1/C$) of 1.6. These values shall be used in calculating overall 'U' factors for walls as set forth in FHA Technical Circular No. 7 and in the ASH & VE Guide."

Or look at this paragraph from the Tentative Specifications for Asphalt Insulating Siding Surfaced with Mineral Granules as established by the American Society for Testing Materials:

Depth of .060 Inches

"The board shall be partially impregnated with hot saturant on both sides and all edges. The weather side

at the end of...

A FINE YEAR

There's never been a better year for roofing — and Aeroil is proud to have been right in the thick of it with you.

You have been loyal to the Aeroil Line . . . loyal to Aeroil's standards of quality. Because you made 1954 a banner year in Aeroil history — you allowed us once more to bring you roofing equipment at the best dollar-for-dollar value in the industry.

And so — during this season of goodwill — Aeroil thanks the entire roofing industry . . . and extends heartiest good wishes for a profitable 1955.

Thanks to everyone. *Hats off to next year!*



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WOBBLE or PLAY**

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Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

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There's an R. Murphy Knife for every purpose.

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Years**

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ROOFERS' MOP

- More economical
- Longer life
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Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

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TOPS IN THE FIELD!

Read **AMERICAN ROOFER &
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\$3.00 a year

shall be impregnated to a depth of at least .060 inches."

Other building products must meet similar standards, all set up so that the buyer of these materials can be assured it will perform as advertised.

Nailing It Down

(Continued from Page 7)

non-farm housing units started next year. Such starts averaged 92,250 monthly during the first half of 1954. The median expectation of the panel is for a monthly average of 95,000 during the second half of 1954, 94,000 during the first half of 1955, and 92,000 during the second half of 1955. These estimates would give a total of 1,141,500 starts this year, and 1,116,000 next year, a drop of about two per cent.

In line with their expectations for increased gross national product and industrial output, the economists surveyed expect that personal consumption expenditures will rise slightly in 1955. This would be a continuation of the steady rise which has prevailed for many years, although at a much less rapid rate of increase. During the second quarter of 1954 personal consumption expenditures were at an annual rate of \$233.1 billion. The economists' median expectation is that this rate will average \$233.2 billion during the second half of this year, and that such expenditures will amount to \$234.3 billion in 1955.

Foundation Waterproofing

(Continued from Page 15)

and use their extension spray gun or "pole gun" to reach down to the very bottom of the foundation for the spraying of the coating. Other spray operators prefer to stand on top of the foundation itself and, looping the air and material hose, connecting the pole gun to the pump, over their shoulders, they let the long pole gun hang down into the open trench at their feet and operate it very much like the pendulum on a clock in order to get the concrete's outer surface.

Weather Conditions No Problem

A gallon or two per one hundred square feet will protect ordinary concrete foundations from the inroads of moisture found below the surface of the

ground. If high water pressure conditions are present, it may be necessary to apply a membrane and additional quantities of coating in order to resist the pressure developed and, while this would not be considered "normal" for the usual foundation job, the manufacturers of these materials have developed specifications that will allow them to meet virtually any underground water condition regardless of how severe the conditions might be.

A cleaned and properly coated foundation gives a shiny black "dimpled" appearance, if one of the solvent cut-back materials have been used, and if an emulsion material has been applied the appearance of the surface will be a rich, very dark brown with little or no sheen.

This brings us to the matter of weather conditions and the application of these materials. The two general types of materials, mentioned above, make it possible for the contractor to operate regardless of the weather. Water-mix materials, of course, could not be applied through freezing weather and so we find solvent cut-back or dispersed materials being used. In summer weather, we find water-mix materials coming into greater use if for no other reason than that they dry so rapidly and allow other work to continue with little or no interruption. Furthermore, the water-mix materials are slightly easier to handle and do not present as much of a cleaning problem as solvent materials, although the basic equipment, for use with either one of these two, has been developed to the point where cleaning is a relatively minor matter. All that is necessary, in order to clean most equipment of this type, is to place it in a bucket of water, or the proper solvent for the material being used, and let the equipment "clean itself" by the simple method of letting it flush itself out under actual operation.

Speedy Work

Probably the most important part of the entire operation, from the contractor's point of view, is the speed with which a foundation job can be done. Visualize, if you will, a contractor's truck pulling up before a group of home foundations ready for waterproofing. The truck is equipped with a suitable tank for a supply of the waterproofing material; it has a

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P. O. BOX 1152

INDUSTRY AVENUE, JOLIET, ILLINOIS

large (60 cfm) compressor mounted on its bed and, at the rear of the truck, there is a coil of hose or a reel at the end of which is an extension or pole gun.

The operator merely uncoils his hose, which can be as long as 250 or 300 ft., until he can reach the farthest corner of one of the outside foundations. In five or ten minutes he has done the waterproofing on this concrete work and is moving next door to do the second home. In probably less than an hour, this one operator and his mechanized paint brush have coated in the five or six foundations involved,

and our waterproofing mechanic is on his way to the next group of homes.

Equipment Needed

Production speeds approach the phenomenal in the application of materials of this nature, limited usually only by the amount of surface available for the coverage and the ability of the operator to move about that area. It is entirely possible to coat as much as ten thousand square feet per hour, or more, with materials and equipment such as we have been describing.

Suitable equipment is comparatively

season's greetings



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**Rely on the complete ROSS line
for Roofing and Waterproofing
Products.**

Asphalt Saturated Membrane Fabrics
— for roofing and waterproofing.

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concealed flashings.

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inexpensive and would consist of the following:

1. An air operated reciprocating pump with at least 5-1 ratio.
2. 150 ft. of $\frac{3}{4}$ " I.D. material hose to run the material from the pump to the pole gun.
3. A matching length of $\frac{1}{2}$ " I.D. air hose to provide the atomizing air to the pole gun.
4. An agitator in order to keep the material, in the drums or tanks, thoroughly mixed.
5. A suitable air compressor, usually 60 cfm., either portable or skid-mounted.

Materials Distributors Aided in Hurricanes

One of the most important values of the building material distributor was brought forcibly to public attention as the result of hurricanes Carol and Edna, which hit the New England Coast recently with such damaging effect. With over 100,000 homes damaged in which 60,000 persons were evacuated, the warehouse stocks of the building material distributors in the disaster areas were readily available for emergency use. Members of the National Building Material Distributors Association, located in the Northeast, reported that following the hurricane, immediate help was given by them in moving large warehouse stocks of building materials to the heavily damaged areas.

Members of NBMDA in the Northeast States reported that over 12,000,000 sq. ft. of board-type materials such as Insulation Board, Asbestos Board, Hardboard, and Plywood were on hand. Also available in the distributors' warehouses were 175 carloads of roofing materials, 15,000 kegs of nails, and 42,000 rolls of building paper. Members of NBMDA represent approximately 40 per cent of the building material distributors in the disaster areas.

On the above basis, building material stocks on hand were available to re-roof between 7,500 and 10,000 homes and sufficient board-type materials were available to repair 75,000 homes.

Here, once again, stated NBMDA, is evidence of the necessity for having the building material distributor and his warehouse stocks — without the availability of these huge quantities of building materials much time would

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for
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They save time and money, add to appearance and durability. Made from zinc, will not rust. Holes provided for nailing. Some available in colors. Window and door frame strips also available.



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"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry. Gives facts about Asbestos, technical developments.

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**Classified Ads
Turn to Page 34!**

have been lost in sending building materials to the site. Rebuilding was accomplished in record time and considerable hardship was alleviated because of the nearness of warehouse stocks to the damaged areas.

If Roofer Is Injured . . .

(Continued from Page 9)

insurance on that job.

Likewise, when a roofer has the only contract and it is a broad contract such as "reroof" or "repair roof" or "shingle", he is in the same position as a general contractor and is responsible for the safety of the crew.

The problem is really serious with a one or two man outfit. A man working alone or with a partner is not likely to have insurance and if he gets hurt on the job, he pays his own medical bills and his income stops until he can go back to work. A single operator should always figure the risk in estimating the price of a job as well as the time and material. If he ordinarily charges less than a big outfit because he is saving money in insurance, he is just fooling himself. No man can go through a lifetime on roofs without falling off one sometime, and that should be an expense of the job just like ladders and scaffolding.

Write Contracts Carefully!

However, when the job is restricted in scope, a small operator does have an advantage. A Pennsylvania painter was recently painting a fire escape and when he turned around to get some paint, the outside rail gave way and he fell. The building owner had to pay all his medical bills and his lost time. His job was only to paint and he was not required to check further. If his contract had been to "paint and repair", he would have had to personally bear the expense of the fall.

If the job is general and you are supposed to fix whatever you find wrong, you are working at your own risk; if it is specific and you are following strict orders in what you do, you are working at the building owner's or general contractor's risk. Remember the distinction when figuring price or buying insurance.

Asbestos Builds Business

Products having asbestos as a primary ingredient are produced in greater volume in the United States than in any other country. Their annual value totals about a quarter of a billion dollars.



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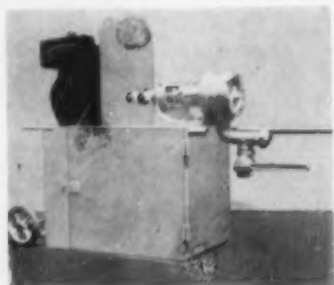
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NEW Roofmaster PUMPMASTER

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World's Largest Pole-Type Building Erected For Md. Livestock Market

The world's largest pole-type building—a huge livestock market capable of accommodating 4000 head of cattle, hogs and sheep—has been completed at West Friendship, Maryland, 22 miles west of Baltimore. More than 137,000 square feet of gleaming corrugated aluminum sheet were used to roof the three-acre structure, which also consumed 600,000 board feet of lumber, 12 miles of two-by-fours, and 820 pressure treated poles.



Birdseye construction view gives some idea of size of revolutionary auction market building. Large space in center of building is where auction ring will be located. Smaller attached structure at right is administration building.

While pole-type construction is, in crude form, one of the oldest building methods known to man, it has now been brought up to date by new developments pioneered by engineers of Reynolds Metals Company, in cooperation with leading agricultural colleges. Since the entire weight of the structure is carried directly by a framework of poles which are set four feet or more into the ground, buildings of this type require no foundations. The poles themselves are pressure treated with wood preservatives to retain both structural soundness and good looks for periods far in excess of normal expectations.

Aluminum sheet requires no maintenance, and when used with this type of construction it provides a permanent structure with minimum upkeep expense. The durability of the construction was demonstrated when the new building withstood the ravages of this season's Hurricane Hazel, surviving winds up to 100 m.p.h. which damaged and demolished other structures in the vicinity.

Special features of interest include an auction ring with a seating capacity of 700, an overhead walk which per-

mits prospective buyers to view the entire length of sale cattle pens, a sanitary concrete floor, a nearby pond, and parking facilities for hundreds of cars. The main building is 180 feet wide and 694 feet long, and the site also includes an administration building attached to the auction ring.



Inside view of auction market building shows simplicity of construction. Notice bracing system for added stabilization, spaced purlins to take maximum advantage of strength of aluminum roofing, plastic skylight section for improved interior illumination.

The poles used for the framework of the structure were spaced 12 feet apart in order to accommodate the cattle pens. After they were set into the ground, a concrete floor was poured around them. This floor was constructed for sanitary purposes only and is not structurally necessary. The poles support a roof load of 40 pounds per square foot and are supplemented with additional bracing.

Aluminum sheets were supplied to the builder in 48-in. widths by Clendenin Brothers of Baltimore, the Reynolds jobber for the area. Corrugated plastic was interspersed in the roof to provide additional light over the pens. Lightning protection is provided by one-fourth inch diameter aluminum rods, which extend from a point 12 inches above each ridge to the ground.

Roofing Asphalt Once Sealed Mummies

The mummies of Egyptian pharaohs were sealed with asphalt which protected them for centuries. The asphalt used today in making such building materials as insulating siding and asphalt roofing shingles is basically the same as was used by the Egyptians on mummies.

Aluminum Roll Roofing

(Continued from Page 11)

building framework is the same regardless of the roofing used—it may be less when light-weight aluminum is used. But, whether original installation is expensive or not aluminum saves on painting and maintenance.

The development of cross corrugated roll roofing and siding is another step forward in the increasing uses which are being found for aluminum roofing found and siding at the present time. The production and use of aluminum is now over three times what it was in 1946 and over twenty times what it was just twenty years ago.

The building industry alone consumes over 20 percent of the world aluminum output. In the beginning aluminum was used in the building industry only for decorative purposes. However, since the development of low cost, mass production flat and corrugated roofing aluminum now offers competitive values and rust-free service life for a wide range of uses.

Contractors have long since had the argument that aluminum roofing is one of the best types for the farm. To this they can now add the knowledge that its use will result in increased livestock production, and increased profits. Heat affects poultry . . . above the 70 degree mark, hens lay fewer eggs; egg weight and shell thickness fall; hens steadily lose weight. At higher temperatures death losses occur from prostration. The milk production of cows shows a similar decrease at higher temperatures. Hogs and feed cattle start losing weight when the temperature goes up. Aluminum equipped buildings keep even temperatures inside, guaranteeing greater farm profits. Availability of the easily handled light-weight cross corrugated roll roofing should double the force of all the fore-going sales arguments.

News of the Month

(Continued from Page 16)

architects and engineers for the project. The Port Clinton modernization and construction work will be done in such a way that no interruption in production, employment, or service to the trade will occur.

* * *

Top Salesmen Named to Fiberglas Sales Builders' Club

Eighteen top Branch salesmen of Owens-Corning Fiberglas Corporation have been honored for achievement of outstanding sales

HERE ARE THE REASONS ROOFERS ARE CHANGING TO . . . LITTLEFORD

66-B

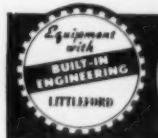
"Kwik-Melter" 66-B Kettle is the engineered unit Roofers have been asking for — contains features for faster heating, safe operation and minimizing the burning of materials. No Kettle has so many outstanding improvements as the 66-B. Let's look at this kettle feature by feature.



"Kwik-Melter" KETTLE

FEATURES

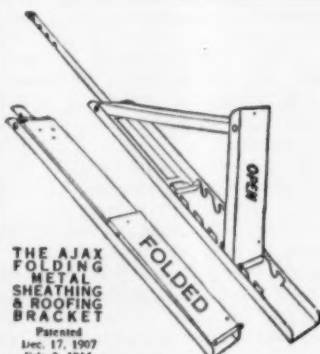
1. Safety Springs prevent Rupture of flues — springs are provided on each side of 66-B to allow the flues to rise as carbon builds up — prevents flues from cracking.
2. Design of heat flues cuts flashing to absolute minimum — heat flues distribute heat evenly — no hot spots — distribution of heat is uniform and constant. Asbestos inserts insulate return stacks eliminating the possibility of flashing.
3. Lower Loading Height 9" to 18" depending on size.
4. Horizontal Type Burner preheats in position or can easily be removed.
5. Level Load Axle — and Variable Ratio Springing — prevents swaying, tilting, tipping or spilling.
6. Adjustable Pulling Tongue.
7. Inner Shell with rounded corners — makes a simple operation out of cleaning the kettle.
8. Splash Proof Shell — so constructed to keep materials from splashing, when adding materials.
9. Adjustable Cover opens from a crack to the maximum for loading.
10. Fast Closing Safety Cover.
11. Shielded Vent Holes — these vent holes in the cover are designed to allow gases to escape, yet keep out rain.
12. Fast Draw Off.
13. Rain Hood — specially designed cover for stacks and burner will keep out rain.



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MAN-size — Superefficient
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**Immediate
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Manufacturers of Nationally
Known JOHNSON Brooms & Maps

records during 1953 by appointment to the firm's Sales Builders' Club.

In making the announcement, E. W. "Pat" Smith, vice-president, Sales Branch Operations, said members of the club were selected on the basis of sales records, promotional effectiveness, development of outlets for new products, maximum utilization of their time and cooperation with others.

Earl F. Swain of the Chicago Branch, was chosen chairman and others are: D. W. Ladd and R. P. Mulligan of the New York Branch; A. R. Kerivan, Boston Branch; B. B. Young, Buffalo Branch; C. E. Peck, Philadelphia Branch; J. D. Withers, Atlanta Branch and E. E. Howisey, Seattle Branch.

J. B. Moore, San Francisco Branch; W. H. Van Lanen, Kansas City Branch; C. L. Meteer, Washington Branch; R. L. Boone and W. H. Smith, Dallas Branch; H. G. Ervin, Cincinnati Branch; W. C. Baker, Houston Branch; K. I. Harvey, Pittsburgh Branch; C. R. Pidock, Columbus Branch and W. G. Hummel, Salt Lake City Branch.

R. R. Heiges Heads Sales For Ruberoid's Gypsum Div.

E. J. O'Leary, vice president in charge of sales of The Ruberoid Co. has announced the appointment of Robert R. Heiges as sales manager of the company's newly formed gypsum division.

Ruberoid is the nation's leading asphalt roofing manufacturer and a leading producer of asbestos-cement building materials. It entered the gypsum mining and manufacturing field in August this year by purchasing the assets and business of Ebsary Gypsum in Wheatland, N. Y.

Heiges has spent all of his working career as a sales executive in the building materials business. In his new position he will have charge of sales of all gypsum products made by the company with headquarters at Ruberoid's executive offices in New York City.

SBA Small Firm Loans Soon to Total 200 Monthly

Loans by the Small Business Administration to small firms have been increasing rapidly in recent weeks and are expected soon to reach about 200 a month, Wendell B. Barnes, Administrator of the SBA revealed recently.

To April, 1954, Mr. Barnes said, 225 small business loans have been approved, totaling \$13,168,160. About two-thirds of these, 145, are bank-SBA participation loans, totaling 8,654,300; and 80 are direct SBA loans, totaling \$4,513,860. As recently as January of this year, only about one-third were bank-participation loans.

"There are two outstanding facts about our financial assistance program for small firms," Mr. Barnes said, adding:

"Loan applications and subsequent approvals are heavier than was anticipated a few months ago, and more than 60 percent of all loans approved are bank-SBA participation loans, in which private banks and other lending institutions participate by processing the loan application and actually disbursing the funds. In this type of loan fewer Government employees are needed and

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the Asking!
See Page 6
for Details!**

no Government monies are withdrawn from the U. S. Treasury. It is encouraging to know that the banks of the country have so wholeheartedly accepted the SBA program."

Mr. Barnes said more than 1,206 loan applications have been received since October 1, 1953, totaling \$74,236,531.

Of the loans approved, 63 percent are for manufacturing businesses, and 37 percent for other industries. In the non-manufacturing group, the greatest volume of loans is in transportation, wholesale and retail trade, and in construction. In the manufacturing group the greatest volume is in electrical machinery, equipment and supplies, food and kindred products, and lumber and wood products.

* * *

Denver Distribution Center Put In Operation by Ruberoid

The Ruberoid Co. has opened a newly-built warehouse in Denver, Colorado. Completion of the structure is another step in the company's plans for serving the Rocky Mountain area.

The building—a modern, fireproof structure containing 32,000 square feet of floor space—will be distribution center for Ruberoid's asphalt and asbestos building materials. This will include both Ruberoid and Old American lines. Arrangements were made to manufacture asphalt roofing in the area when a new factory was formally opened in Denver in August 1953. Asbestos-cement products are already being supplied from the company plants in St. Louis, Missouri and Dallas, Texas.

The new outlet in Denver will supply distributors in Colorado, Wyoming and Western Nebraska.

* * *

Weaver Roofing, Buffalo, Moves

Weaver Metal and Roofing Co., Inc., of Buffalo, N. Y., has announced the location of new offices and warehouse at 31 Abbott Road, Buffalo 20, New York.

Rolling Salesroom

(Continued from Page 13)

which can be carried to and away from the fair in the truck itself.

"The real value of this idea in terms of public relations and advertising," claims the roofer, "is impossible to figure. But we do know that we've made plenty of sales right on the job site that we couldn't have gotten in any other way, and we've collected enough leads to have had to hire more salesmen to follow them up."

Lowe credits his novel merchandising program with having rejuvenated his business. "Competition," says he, "has been getting tougher and customers are demanding more and better service. By going to the trouble of going to them with more to offer than anyone else, we've been able to give them better service in an unusual way."

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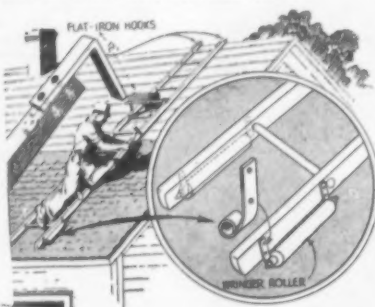
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Kinks and Short Cuts

Rubber Rollers on Roofing Ladder to Move It Easily

Workmen for one roofing company fitted their ladders with rollers near the lower ends so that they could move them along a roof easily. The rollers were taken from old clothes wringers and were attached by pieces of flat iron with eyes formed in the lower ends to take the roller shafts.



Lengths of heavy flat iron bent to the shape indicated in the small detail and screwed to the ladders at the top fit over the ridge of the roof.

What's New

(Continued from Page 17)

color code and coverage tables are used on the new nail cans.

Aluminum Book

The 1954 version of "Reynolds Architectural Aluminum," a 16-page, 8½ x 11-inch, two-color brochure, is now available for distribution, according to an announcement by Reynolds Metals Company.

This brochure contains a brief review of Reynolds Aluminum and the company that makes it, with air views of eight principal plants and production facilities.

Many standard designs such as doors, windows, store fronts, awnings, spandrels, siding, curtain walls and so on are featured with brief analysis of aluminum's main points for each application accompanying the illustrations.

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FREE! — See Page 6

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